



## **The Cottonwood Heights Economic Development Guide to Ribbon Cuttings, Groundbreakings and Grand Openings**

Before you begin planning your event, please review this information to assist you in the process.

**Step 1: Select Day/Time for Event**-- Please allow a minimum of 3-4 weeks from the date of request with the city to the date of the event. Economic Development staff is available for ribbon cuttings Monday through Thursday, 8:30 a.m. to 5:30 p.m. Staff cannot be guaranteed outside of these days, and/or times. ***Please call 801-944-7067 to schedule your event.***

Be aware of any holiday or special event that could impact your grand opening.

**Step 2: Publicize The Event**—Invite customers, suppliers, friends and family, employees, government officials and the media, along with anyone else instrumental in supporting your business. Send email or hard copy invitations two weeks before event. Be sure to include all information about the event including the address, parking info and starting time.

If you invite media, send the invitation to the news directors/city editors at least ten days ahead of your event. Include a brief letter or news release that contains the basics: who, what, when, where and why, along with contact information for you and your business. A follow-up or reminder call the day before your event is a good idea, but keep in mind that media coverage is not guaranteed.

**Step 3: Plan a Program**—A brief program (no longer than 15 minutes) allows you to recognize the guests and officials attending your event. You could also provide tours of your business during the grand opening/ribbon cutting celebration. Upon request, the city will bring ribbon, ceremonial scissors or shovels for the event. City officials will also take photos for social media pages.

Including food and beverages is a nice touch. Be sure to provide an adequate amount of refreshment options for your guests, as well as plates, cups, napkins, trashcans and other supplies.

Drawings, door prizes and giveaways are always a good idea, and could bring future customers to your business.

# Event Notification Form

To secure your date, please complete this form and return  
To Monica Sanchez or Peri Kinder with payment.

E-Mail: [msanchez@ch.utah.gov](mailto:msanchez@ch.utah.gov) or [pkinder@ch.utah.gov](mailto:pkinder@ch.utah.gov)

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Location for Event: \_\_\_\_\_

Helpful landmarks/cross streets: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

- Ribbon cutting date: \_\_\_\_\_
- Event start time: \_\_\_\_\_ End time: \_\_\_\_\_
- *Exact* ribbon cutting time: \_\_\_\_\_ (Helpful when inviting guests & /or speakers)
- Will food &/or beverages be provided for your guests? \_\_\_\_\_
- Ribbon color requested: ☐ Red ☐ Blue ☐ Orange ☐ Green
- Gold shovel for groundbreaking: ☐ Yes ☐ No

Do you wish a city representative to speak at the event? ☐ Yes ☐ No. If yes, please provide details regarding the community benefits of the store opening or groundbreaking (e.g. how many jobs created, investment in region, etc).

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What will the event involve (e.g. speeches, door prize, entertainment, giveaways, etc.)?

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Description of business for notification via the e-business journal announcements

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Do you have specific questions that were not answered in the guidelines provided?

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How will you be paying? ☐ Check or ☐ Credit Card- CC # \_\_\_\_\_

*\*Must be paid upon booking (\$75 fee).*

Exp Date \_\_\_\_\_ Sec Code \_\_\_\_\_